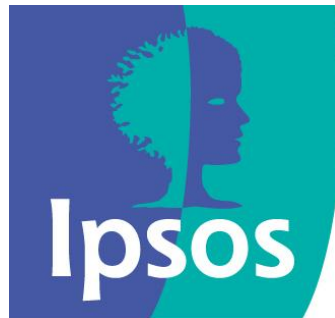


Ipsos Wins Bronze at Edison Awards for Innovation Archetypes

Ipsos InnoQuest Recognized for Archetype IQ System at Annual Gala

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Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.

With offices in 86 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,712,4 billion (2 274 M\$) in 2013.

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San Francisco, CA – There are a dozen reasons why Ipsos InnoQuest was named a winner at the prestigious Edison Awards. The company was recognized for its Archetype IQ System, a solution that helps marketers gauge the potential of new products by identifying 12 distinct segments into which all consumer packaged goods innovations can be classified. Winners were announced at the annual Edison Awards Gala, an event that honors creativity and excellence in the development and launch of new products or services.

“All successful business leaders understand the importance of having a strategic mix of new ideas in their pipeline,” says Brad Bane, Chief Operating Officer for Ipsos InnoQuest. “So with this in mind, our team looked at constantly recurring patterns in the innovation space to determine the innovation segments that occurred – what we call Archetypes. And by understanding an Archetype, marketers can determine a specific course of action for a new product idea, to ensure that its potential is maximized.”

Ipsos received the Bronze Award for Research and Business Optimization under the Applied Technology category. The Archetype IQ System identifies 12 Archetypes into which innovations can be classified, each with its own personality profile from key performance



indicators. These Archetypes are based on consumer evaluations from over 10,000 cases in Ipsos' concept database.

"We are always thinking about how we can challenge conventional thinking to deliver truly game-changing solutions to our clients," says Lisa Lanier, President of Ipsos InnoQuest. "It's an honor to be recognized for this alongside companies that are taking huge steps to drive innovation forward."

Edison Award nominees are judged by more than 3,000 senior business executives and academics from across the nation whose votes acknowledge the winners' success in meeting the award's stringent criteria for quality.

Originally established in 1987 by the American Marketing Association and now a program conducted by Edison Universe, the Edison Awards have honored some of the world's most innovative new products, services and business leaders. The Awards symbolize the persistence and excellence personified by Thomas Edison, while also strengthening the human drive for innovation, creativity and ingenuity.

The 2014 Edison Awards Gala was held on April 30 in the Julia Morgan Ballroom in San Francisco, CA. Visit <http://www.edisonawards.com/> to learn more about this year's awards.



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